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(54) Cleansing Compositions

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## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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<b>(21) International Application Number:</b> PCT/US94/01165 <b>(22) International Filing Date:</b> 1 February 1994 (01.02.94)  <b>(30) Priority Data:</b> 9302710.0 11 February 1993 (11.02.93) GB  <b>(71) Applicant (for all designated States except US):</b> THE PROCTER & GAMBLE COMPANY [US/US]; One Procter & Gamble Plaza, Cincinnati, OH 45202 (US).  <b>(72) Inventors; and</b> <b>(75) Inventors/Applicants (for US only):</b> LEAHY, Christopher, David [GB/GB]; 17 North Road, Kew, Richmond, Surrey TW9 4HA (GB). RICHARDSON, Wendy, Victoria, Jane [GB/GB]; 5 Oast Court, Staines, Middlesex TW18 4EZ (GB). DUKE, Roland, Philip [GB/GB]; 15 Camellia Way, Wokingham, Berkshire RG11 2NB (GB).  <b>(74) Agents:</b> REED, T., David et al.; The Procter & Gamble Company, 5299 Spring Grove Avenue, Cincinnati, OH 45202 (US).		<b>(81) Designated States:</b> BR, CA, CN, JP, KR, US, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  <b>Published</b> <i>With international search report.</i>
<b>(54) Title:</b> CLEANSING COMPOSITIONS  <b>(57) Abstract</b>  A personal cleansing comprising: (a) from about 5 % to about 50 % by weight of one or more surfactants selected from anionic, zwitterionic and/or amphoteric surfactants and mixtures thereof; (b) from about 0.1 % to about 20 % by weight of a soluble or dispersible nonionic surfactant selected from ethoxylated animal and vegetable oils and fats and mixtures thereof; (c) from about 1.5 % to about 10 % by weight of citric acid or water soluble citrate salt or mixtures thereof; (d) up to about 3 % by weight of perfume or cosmetic oil; and (e) water. The cleansing products demonstrate excellent mildness, conditioning benefits, stability, lathering and rinsability.		

## CLEANSING COMPOSITIONS

### TECHNICAL FIELD

The present invention relates to cleansing compositions. In particular it relates to mild personal cleansing compositions with good skin feel attributes and foaming properties suitable for simultaneously cleansing and conditioning the skin and/or the hair and which may be used, for example, in the form of foam bath preparations, shower products, skin cleansers, hand, face and body cleansers, shampoos, etc.

### BACKGROUND OF THE INVENTION

Mild cosmetic compositions must satisfy a number of criteria including cleansing power, foaming properties and mildness/low irritancy/good feel with respect to the skin, hair and the ocular mucosae. Skin is made up of several layers of cells which coat and protect the keratin and collagen fibrous proteins that form the skeleton of its structure. The outermost of these layers, referred to as the stratum corneum, is known to be composed of 250 Å protein bundles surrounded by 80 Å thick layers. Hair similarly has a protective outer coating enclosing the hair fibre which is called the cuticle. Anionic surfactants can penetrate the stratum corneum membrane and the cuticle and, by delipidization destroy membrane integrity. This interference with skin and hair protective membranes can lead to a rough skin feel and eye irritation and may eventually permit the surfactant to interact with the keratin and hair proteins creating irritation and loss of barrier and water retention functions.

Ideal cosmetic cleansers should cleanse the skin or hair gently, without defatting and/or drying the hair and skin and without irritating the ocular mucosae or leaving skin taut after frequent use. Most lathering soaps, shower and bath products, shampoos and bars fail in this respect.

Certain synthetic surfactants are known to be mild. However, a major drawback of most mild synthetic surfactant systems when

formulated for shampooing or personal cleansing is poor lather performance compared to the highest shampoo and bar soap standards. Thus, surfactants that are among the mildest, such as sodium lauryl glyceryl ether sulfonate, (AGS), are marginal in lather. The use of known high sudsing anionic surfactants with lather boosters, on the other hand, can yield acceptable lather volume and quality but at the expense of clinical skin mildness. These two facts make the surfactant selection, the lather and mildness benefit formulation process a delicate balancing act.

Despite the many years of research that have been expended by the toiletries industry on personal cleansing, the broad mass of consumers remain dissatisfied by the mildness of present day cleansing compositions, finding, for example, that they have to apply a separate cosmetic lotion or cream moisturizer to the skin after using a shower or bath preparation in order to maintain skin suppleness and hydration and to counteract the delipidizing effect of the cleanser.

It has now been found that personal cleansing compositions having improved skin feel attributes both for in use feel and after use feel and product stability can be formed by the use of certain oil derived nonionic surfactants in combination with water soluble citrate salts.

Thus a need exists for personal cleansing products which will not dehydrate the skin or result in loss of skin suppleness, which will provide a level of skin conditioning performance in a wash and rinse-off product which previously has only been provided by a separate post-cleansing cosmetic moisturizer and which will produce a foam which is stable and of high quality, which are effective hair and skin cleansers, which have good rinsibility characteristics, and which at the same time have stable product and viscosity characteristics and remain fully stable under long term and stressed temperature storage conditions.

#### SUMMARY OF THE INVENTION

The subject of the present invention is a mild, foam-producing cleansing product suitable for personal cleansing of the skin or hair and which may be used as foam bath and shower products, skin cleansers and

shampoos etc. According to one aspect of the invention, there is provided a detergent, personal cleansing or cosmetic composition comprising:

- (a) from about 5% to about 50% by weight of one or more surfactants selected from anionic, zwitterionic and/or amphoteric surfactants and mixtures thereof;
- (b) from about 0.1% to about 20% by weight of a soluble or dispersible nonionic surfactants selected from ethoxylated animal and vegetable oils and fats;
- (c) from about 1.5% to 10% by weight of citric acid or water soluble citrate salt or mixture thereof;
- (d) up to about 3% by weight of perfume or cosmetic oil; and
- (e) water.

In a highly preferred embodiment, the invention takes the form of a foam producing cleansing composition with superior skin feel characteristics, improved perceived dryness and assessed tightness and expertly graded dryness, combined with excellent lathering, good stability, cleansing ability and conditioning performance.

All concentrations and ratios herein are by weight of the cleansing composition, unless otherwise specified. Surfactant chain lengths are also on a weight average chain length basis, unless otherwise specified.

The cleansing compositions herein are based on a combination of citrate salt and mild surfactants, which in general terms can be selected from anionic, amphoteric and zwitterionic surfactants and mixtures thereof, together with certain nonionic surfactants derived from vegetable and animal oils and fats. The total level of surfactant, inclusive of anionic, oil derived nonionic, zwitterionic, amphoteric and other surfactant components is preferably from about 5% to about 60%, more preferably from about 8% to about 40%, and especially from about 10% to about 35% by weight. The compositions preferably comprise a

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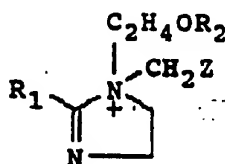
mixture of anionic with zwitterionic and/or amphoteric surfactants. The level of each of the anionic surfactant and zwitterionic and/or amphoteric surfactant is in the range from about 1% to about 15%, and especially from about 2% to about 13% by weight of the composition, while the level of oil-derived nonionic surfactant is preferably from about 2% to about 16%, more preferably from about 3% to about 12% by weight. The total level of anionic, amphoteric, and zwitterionic surfactant components, is preferably from about 5% to about 50%, more preferably from about 8% to about 35% and especially from about 10% to about 30% by weight of composition. The weight ratio of anionic surfactant : zwitterionic and/or amphoteric surfactant is in the range from about 1:2 to about 6:1. Other suitable compositions within the scope of the invention comprise mixtures of anionic and zwitterionic and/or amphoteric with one or more auxillary nonionic surfactants or mixtures thereof. The level of the auxillary nonionic surfactant is in the range from about 0.1% to about 20% by weight of the composition. Further suitable compositions within the scope of the invention comprise mixtures of oil derived nonionic surfactants, cosmetic oils and anionic, zwitterionic and/or amphoteric surfactants, wherein the level of cosmetic oil is up to about 3% by weight of the composition and the weight ratio of oil derived nonionic surfactant:cosmetic oil is at least 1:2. Compositions according to the invention also include citric acid or water soluble citrate salt or mixture thereof at levels from about 1.5% to about 10% by weight wherein the weight ratio of oil derived nonionic surfactant: citric acid or water soluble salt thereof is preferably in the range from about 1:2 to about 3:1

Anionic surfactants suitable for inclusion in the compositions of the invention can generally be described as mild synthetic detergent surfactants and include ethoxylated alkyl sulfates, alkyl glyceryl ether sulfonates, methyl acyl taurates, fatty acyl glycinates, N-acyl glutamates, acyl isethionates, alkyl sulfosuccinates, alpha-sulfonated fatty acids, their salts and/or their esters, alkyl ethoxy carboxylates, alkyl phosphate esters, ethoxylated alkyl phosphate esters, acyl sarcosinates and fatty acid/protein condensates, and mixtures thereof. Alkyl and/or acyl chain lengths for these surfactants are C<sub>8</sub>-C<sub>22</sub>, preferably C<sub>10</sub>-C<sub>18</sub>.

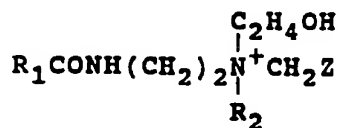
Preferred for use herein from the viewpoint of optimum mildness and lathering characteristics are the salts of sulfuric acid esters of the reaction product of 1 mole of a higher fatty alcohol and from about 1 to about 12 moles of ethylene oxide, with sodium and magnesium being the preferred counterions. Particularly preferred are the alkyl sulfates containing from about 2 to 6, preferably 2 to 4 moles of ethylene oxide, such as sodium laureth-2 sulfate, sodium laureth-3 sulfate and magnesium sodium laureth-3.6 sulfate. In preferred embodiments, the anionic surfactant contains at least about 50%, especially at least about 75% by weight of ethoxylated alkyl sulfate.

The compositions for use herein suitably also contain an amphoteric surfactant. Amphoteric surfactants suitable for use in the compositions of the invention include:

- (a) imidazolinium surfactants of formula (I)



wherein  $\text{R}_1$  is C7-C22 alkyl or alkenyl,  $\text{R}_2$  is hydrogen or  $\text{CH}_2\text{Z}$ , each Z is independently  $\text{CO}_2\text{M}$  or  $\text{CH}_2\text{CO}_2\text{M}$ , and M is H, alkali metal, alkaline earth metal, ammonium or alkanolammonium; and/or ammonium derivatives of formula (II)



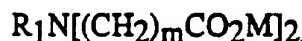
wherein  $\text{R}_1$ ,  $\text{R}_2$  and Z are as defined above;

- (b) aminoalkanoates of formula (III)

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and iminodialkanoates of formula (IV)



wherein n and m are numbers from 1 to 4, and R<sub>1</sub> and M are independently selected from the groups specified above; and

(c) mixtures thereof.

Suitable amphoteric surfactants of type (a) are marketed under the trade name Miranol and Empigen and are understood to comprise a complex mixture of species. Traditionally, the Miranols have been described as having the general formula I, although the CTFA Cosmetic Ingredient Dictionary, 4th Edition indicates the non-cyclic structure II. In practice, a complex mixture of cyclic and non-cyclic species is likely to exist and both definitions are given here for sake of completeness. Preferred for use herein, however, are the non-cyclic species.

Examples of suitable amphoteric surfactants of type (a) include compounds of formula I and/or II in which R<sub>1</sub> is C<sub>8</sub>H<sub>17</sub> (especially isocapryl), C<sub>9</sub>H<sub>19</sub> and C<sub>11</sub>H<sub>23</sub> alkyl. Especially preferred are the compounds in which R<sub>1</sub> is C<sub>9</sub>H<sub>19</sub>, Z is CO<sub>2</sub>M and R<sub>2</sub> is H; the compounds in which R<sub>1</sub> is C<sub>11</sub>H<sub>23</sub>, Z is CO<sub>2</sub>M and R<sub>2</sub> is CH<sub>2</sub>CO<sub>2</sub>M; and the compounds in which R<sub>1</sub> is C<sub>11</sub>H<sub>23</sub>, Z is CO<sub>2</sub>M and R<sub>2</sub> is H.

In CTFA nomenclature, materials preferred for use in the present invention include cocoamphocarboxypropionate, cocoamphocarboxy propionic acid, and especially cocoamphoacetate and cocoamphodiacetate (otherwise referred to as cocoamphocarboxyglycinate). Specific commercial products include those sold under the trade names of Empigen CDL60 and CDR 60 (Albright & Wilson), Miranol H2M Conc. Miranol C2M Conc. N.P., Miranol C2M Conc. O.P., Miranol C2M SF, Miranol CM Special (Rhône-Poulenc); Alkateric 2CIB (Alkaril



Chemicals); Amphoterger W-2 (Lonza, Inc.); Monateric CDX-38, Monateric CSH-32 (Mona Industries); Rewoteric AM-2C (Rewo Chemical Group); and Schercotic MS-2 (Scher Chemicals).

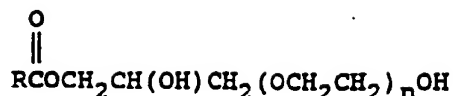
It will be understood that a number of commercially-available amphoteric surfactants of this type are manufactured and sold in the form of electroneutral complexes with, for example, hydroxide counterions or with anionic sulfate or sulfonate surfactants, especially those of the sulfated C<sub>8</sub>-C<sub>18</sub> alcohol, C<sub>8</sub>-C<sub>18</sub> ethoxylated alcohol or C<sub>8</sub>-C<sub>18</sub> acyl glyceride types. Preferred from the viewpoint of mildness and product stability, however, are compositions which are essentially free of (non-ethoxylated) sulfated alcohol surfactants. Note also that the concentrations and weight ratios of the amphoteric surfactants are based herein on the uncomplexed forms of the surfactants, any anionic surfactant counterions being considered as part of the overall anionic surfactant component content.

Examples of suitable amphoteric surfactants of type (b) include salts, especially the triethanolammonium salts and salts of N-lauryl-beta-amino propionic acid and N-lauryl-imino-dipropionic acid. Such materials are sold under the trade name Deriphath by Henkel and Mirataine by Rhône-Poulenc. Amphoterics preferred for use herein, however, are those of formula I and/or II.

The compositions of the invention also contain from about 0.1% to about 20%, preferably from about 1% to about 15%, and more preferably from about 2% to about 10% by weight of an oil derived nonionic surfactant or mixture of oil derived nonionic surfactants. Oil derived nonionic surfactants are valuable in compositions according to the invention for the provision of skin feel benefits both in use and after use. Suitable oil derived nonionic surfactants for use herein can be selected from water soluble vegetable and animal-derived emollients such as triglycerides with a polyglycol chain inserted; ethoxylated mono and diglycerides, polyethoxylated lanolins and shea butter derivatives. One preferred class of oil-derived nonionic surfactants for use herein have the general formula (V)

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wherein n is from about 5 to about 200, preferably from about 20 to about 100, more preferably from about 30 to about 85, and wherein R comprises an aliphatic radical having on average from about 5 to 20 carbon atoms, preferably from about 9 to 18 carbon atoms.

Suitable ethoxylated oils and fats of this class include polyethyleneglycol derivatives of glyceryl cocoate, glyceryl caproate, glyceryl caprylate, glyceryl tallowate, glyceryl palmate, glyceryl stearate, glyceryl laurate, glyceryl oleate, glyceryl ricinoleate, and glyceryl fatty esters derived from triglycerides, such as palm oil, almond oil, and corn oil, preferably glyceryl tallowate and glyceryl cocoate.

Suitable oil derived nonionic surfactants of this class are available from Croda Inc. (New York, USA) under their Crovol line of materials such as Crovol EP40 (PEG 20 evening primrose glyceride), Crovol EP 70 (PEG 60 evening primrose glyceride) Crovol A-40 (PEG 20 almond glyceride), Crovol A-70 (PEG 60 almond glyceride), Crovol M-40 (PEG 20 maize glyceride), Crovol M-70 (PEG 60 maize glyceride), Crovol PK-40 (PEG 12 palm kernel glyceride), and Crovol PK-70 (PEG 45 palm kernel glyceride) and under their Solan range of materials such as Solan E, E50 and X polyethoxylated lanolins. Further suitable surfactants of this class are commercially available from Sherex Chemical Co. (Dublin, Ohio, USA) under their Varonic LI line of surfactants. These include, for example, Varonic LI 48 (polyethylene glycol (n=80) glyceryl tallowate, alternatively referred to as PEG 80 glyceryl tallowate), Varonic LI 2 (PEG 28 glyceryl tallowate), Varonic LI 420 (PEG 200 glyceryl tallowate), and Varonic LI 63 and 67 (PEG 30 and PEG 80 glyceryl cocoates). Other water soluble vegetable-derived emollients suitable for use are PEG derivatives of corn, avocado and babassu oil.

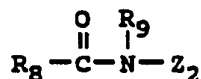
Also suitable for use herein are nonionic surfactants derived from composite vegetable fats extracted from the fruit of the Shea Tree (*Butyrospermum Karkii* Kotschy) and derivatives thereof. This vegetable

fat, known as Shea Butter is widely used in Central Africa for a variety of means such as soap making and as a barrier cream, it is marketed by Sederma (78610 Le Perray En Yvelines, France). Also of interest are ethoxylated derivatives of Shea butter available from Karlshamn Chemical Co. (Columbos, Ohio; USA) under their Lipex range of chemicals, such as Lipex 102 E-75 (ethoxylated mono, di-glycerides of Shea butter). Similarly, ethoxylated derivatives of Mango, Cocoa and Illipe butter may be used in compositions according to the invention. Although these are classified as ethoxylated nonionic surfactants it is understood that a certain proportion may remain as non-ethoxylated vegetable oil or fat.

Other suitable oil-derived nonionic surfactants include ethoxylated derivatives of almond oil, peanut oil, wheat germ oil, linseed oil, jojoba oil, oil of apricot pits, walnuts, palm nuts, pistachio nuts, sesame seeds, rapeseed, cade oil, corn oil, peach pit oil, poppyseed oil, pine oil, castor oil, soybean oil, avocado oil, safflower oil, coconut oil, hazlenut oil, olive oil, grapeseed oil, and sunflower seed oil.

Oil derived nonionic surfactants highly preferred for use herein from the viewpoint of optimum mildness and skin feel characteristics are PEG 60 evening primrose triglycerides; PEG 55 lanolin polyethoxylated derivatives and ethoxylated derivatives of Shea butter.

In addition to the above oil derived nonionic surfactants, the compositions of the invention can also comprise an auxillary nonionic surfactant at levels from about 0.1% to about 20%, more preferably from about 0.1% to about 10%, and especially from about 1% to about 8% by weight. Surfactants of this class include C12-C14 fatty acid mono- and diethanolamides, sucrose polyester surfactants and polyhydroxy fatty acid amide surfactants having the general formula (VI).



The preferred polyhydroxy fatty acid amide surfactants are those in which R<sub>9</sub> is C<sub>1-4</sub> alkyl, preferably methyl, and R<sub>8</sub> is C<sub>7</sub>-C<sub>19</sub> alkyl or alkenyl, more preferably straight-chain C<sub>9</sub>-C<sub>17</sub> alkyl or alkenyl, or

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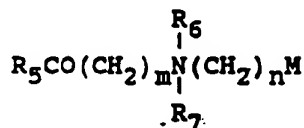
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mixture thereof; and  $Z_2$  is a polyhydroxyhydrocarbyl having a linear hydrocarbyl chain with at least 3 hydroxyls directly connected to the chain, or an alkoxylated derivative (preferably ethoxylated or propoxylated) thereof.  $Z_2$  preferably will be derived from a reducing sugar in a reductive amination reaction; more preferably  $Z_2$  is a glycityl. Suitable reducing sugars include glucose, fructose, maltose, lactose, galactose, mannose, and xylose. As raw materials, high dextrose corn syrup, high fructose corn syrup, and high maltose corn syrup can be utilized as well as the individual sugars listed above. These corn syrups may yield a mix of sugar components for  $Z_2$ . It should be understood that it is by no means intended to exclude other suitable raw materials.  $Z_2$  preferably will be selected from the group consisting of - $CH_2(CHOH)_n-CH_2OH$ , - $CH(CH_2OH)-(CHOH)_{n-1}-CH_2OH$ , - $CH_2-(CHOH)_2(CHOR')(CHOH)-CH_2OH$ , where  $n$  is an integer from 3 to 5, inclusive, and  $R'$  is H or a cyclic or aliphatic monosaccharide, and alkoxylated derivatives thereof. Most preferred are glycityls wherein  $n$  is 4, particularly - $CH_2-(CHOH)_4-CH_2OH$ .

The most preferred polyhydroxy fatty acid amide has the formula  $R_8(CO)N(CH_3)CH_2(CHOH)_4CH_2OH$  wherein  $R_8$  is a C11-C17 straight chain alkyl or alkenyl group.

The compositions herein preferably also contain from about 0.1% to about 20%, more preferably from about 0.1% to about 10%, and especially from about 1% to about 8% of a zwitterionic surfactant.

Betaine surfactants suitable for inclusion in the composition of the invention include alkyl betaines of the formula  $R_5R_6R_7N^+(CH_2)_nM$  (VII) and amido betaines of the formula (VIII)



wherein  $R_5$  is  $C_{12}$ - $C_{22}$  alkyl or alkenyl,  $R_6$  and  $R_7$  are independently  $C_1$ - $C_3$  alkyl,  $M$  is H, alkali metal, alkaline earth metal, ammonium or alkanolammonium, and  $n$ ,  $m$  are each numbers from 1 to 4. Preferred betaines include cocoamidopropyldimethylcarboxymethyl betaine, laurylamidopropyldimethylcarboxymethyl betaine and Tego betaine.

Another essential component of the compositions of the invention is citric acid or water soluble citrate salt or mixtures thereof, especially Na, K,  $NH_4$  salts, at a level from about 1.5% to about 10% by weight preferably from about 2% to about 8% by weight, most preferably from about 2% to about 6% by weight. Citrate is important for providing improved physical and viscosity characteristics as well as enhanced skin feel properties in combination with the oil-derived nonionic components.

The compositions of the invention may also include an insoluble perfume or cosmetic oil or wax or a mixture thereof at a level up to about 3% by weight wherein the oil or wax is insoluble in the sense of being insoluble in the product matrix at a temperature of  $25^\circ C$ . Addition of such oils or waxes can provide emolliency, mildness and rinsibility characteristics to personal cleansing compositions according to the invention. It is a feature of the invention, however, that compositions having excellent emolliency and mildness together with desirable physical attributes (clarity etc.) can be delivered which are essentially oil-free, i.e. which contain less than about 1%, preferably less than 0.5% by weight of an added oil phase. Physically, preferred compositions of this type take the form of an optically-clear solution or microemulsion. In compositions including an additional perfume or cosmetic oil or wax, preferably the weight ratio of oil-derived nonionic surfactant to added oil is at least about 1:2, more especially at least about 3:1.

Suitable insoluble cosmetic oils and waxes for use herein can be selected from water-insoluble silicones inclusive of non-volatile polyalkyl and polyaryl siloxane gums and fluids, volatile cyclic and linear polyalkylsiloxanes, polyalkoxylated silicones, amino and quaternary ammonium modified silicones, rigid cross-linked and reinforced silicones and mixtures thereof,  $C_1$ - $C_{24}$  esters of  $C_8$ - $C_{30}$  fatty acids such as

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isopropyl myristate and cetyl ricinoleate, beeswax, saturated and unsaturated fatty alcohols such as behenyl alcohol, hydrocarbons such as mineral oils, petrolatum and squalene, fatty sorbitan esters (see US-A-3988255, Seiden, issued October 26th 1976), lanolin and oil-like lanolin derivatives, animal and vegetable triglycerides such as almond oil, peanut oil, wheat germ oil, linseed oil, jojoba oil, oil of apricot pits, walnuts, palm nuts, pistachio nuts, sesame seeds, rapeseed, cade oil, corn oil, peach pit oil, poppyseed oil, pine oil, castor oil, soybean oil, avocado oil, safflower oil, coconut oil, hazlenut oil, olive oil, grapeseed oil, and sunflower seed oil, and C<sub>1</sub>-C<sub>24</sub> esters of dimer and trimer acids such as diisopropyl dimerate, diisostearylmalate, diisostearyldimerate and triisostearyltrimerate.

The compositions of the invention may also contain a cationic or nonionic polymeric skin or hair conditioning agent at a level from about 0.01% to about 5%, preferably from about 0.04% to about 2% and especially from about 0.05% to about 1%. The polymer is found to be valuable for enhancing the creaminess and quality of the foam as well as providing a hair or skin conditioning utility.

Suitable polymers are high molecular weight materials (mass-average molecular weight determined, for instance, by light scattering, being generally from about 2,000 to about 3,000,000, preferably from about 5,000 to about 1,000,000).

Useful polymers are the cationic, nonionic, amphoteric, and anionic polymers useful in the cosmetic field. Preferred are cationic and nonionic polymers used in the cosmetic fields as hair or skin conditioning agents.

Representative classes of polymers include cationic and nonionic polysaccharides; cationic and nonionic homopolymers and copolymers derived from acrylic and/or methacrylic acid; cationic and nonionic cellulose resins; cationic copolymers of dimethyldiallylammonium chloride and acrylic acid; cationic homopolymers of dimethyldiallylammonium chloride; cationic polyalkylene and ethoxypolyalkylene imines; quaternized silicones, and mixtures thereof.

By way of exemplification, cationic polymers suitable for use herein include cationic guar gums such as hydroxypropyl trimethyl ammonium guar gum (d.s. of from 0.11 to 0.22) available commercially under the trade names Jaguar C-14-S(RTM) and Jaguar C-17(RTM) and also Jaguar C-16(RTM), which contains hydroxypropyl substituents (d.s. of from 0.8-1.1) in addition to the above-specified cationic groups, and quaternized cellulose ethers available commercially under the trade names Ucare Polymer JR and Celquat. Other suitable cationic polymers are homopolymers of dimethyldiallylammonium chloride available commercially under the trade name Merquat 100, copolymers of dimethyl aminoethylmethacrylate and acrylamide, copolymers of dimethyldiallylammonium chloride and acrylamide, available commercially under the trade names Merquat 550 and Merquat S, quaternized vinyl pyrrolidone acrylate or methacrylate copolymers of amino alcohol available commercially under the trade name Gafquat, and polyalkyleneimines such as polyethylenimine and ethoxylated polyethylenimine.

Anionic polymers suitable herein include hydrophobically-modified cross-linked polymers of acrylic acid having amphipathic properties as marketed by B F Goodrich under the trade name Pemulen TRI and Pemulen TR2; and the carboxyvinyl polymers sold by B F Goodrich under the trade mark Carbopol and which consist of polymers of acrylic acid cross-linked with polyallyl sucrose or polyallyl pentaerythritol, for example, Carbopol 934, 940 and 950.

The viscosity of the final composition (Brookfield RVT, Spindle 5, 50 rpm, 25°C, neat) is preferably at least about 500 cps, more preferably from about 1,000 to about 10,000 cps, especially from about 2,000 to about 6,000 cps.

The cleansing compositions can optionally include a hair or skin moisturizer which is soluble in the cleansing composition matrix. The preferred level of moisturizer is from about 0.5% to about 20% by weight. In preferred embodiments, the moisturizer is selected from:

1. water-soluble liquid polyols;

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2. essential amino acid compounds found naturally occurring in the stratum corneum of the skin; and
3. water-soluble nonpolyol nonocclusives and mixtures thereof.

Some examples of more preferred nonocclusive moisturizers are glycerine, polyethylene glycol, propylene glycol, sorbitol, polyethylene glycol and propylene glycol ethers of methyl glucose (e.g. methyl glucam-20), polyethylene glycol and propylene glycol ethers of lanolin alcohol (e.g. Solulan-75), sodium pyrrolidone carboxylic acid, lactic acid, urea, L-proline, guanidine, pyrrolidone, hydrolyzed protein and other collagen-derived proteins, aloe vera gel and acetamide MEA and mixtures thereof. Of the above, glycerine is highly preferred.

A number of additional optional materials can be added to the cleansing compositions. Such materials include proteins and polypeptides and derivatives thereof; water-soluble or solubilizable preservatives such as DMDM Hydantoin, Germall 115, methyl, ethyl, propyl and butyl esters of hydroxybenzoic acid, EDTA, Euxyl (RTM) K400, Bronopol (2-bromo-2-nitropropane-1,3-diol), sodium benzoate and 2-phenoxyethanol; other moisturizing agents such as hyaluronic acid, chitin, and starch-grafted sodium polyacrylates such as Sanwet (RTM) IM-1000, IM-1500 and IM-2500 available from Celanese Superabsorbent Materials, Portsmouth, VA, USA and described in US-A-4,076,663; solvents such as hexylene glycol and propylene glycol; anti-bacterial agents such as Oxeco (phenoxy isopropanol); low temperature phase modifiers such as ammonium ion sources (e.g.  $\text{NH}_4\text{Cl}$ ); viscosity control agents such as magnesium sulfate and other electrolytes; colouring agents; pearlescers and opacifiers such as ethylene glycol distearate,  $\text{TiO}_2$  and  $\text{TiO}_2$ -coated mica; perfumes and perfume solubilizers; and zeolites such as Valfour BV400 and derivatives thereof and  $\text{Ca}^{2+}/\text{Mg}^{2+}$  sequestrants such as polycarboxylates, amino polycarboxylates, polyphosphates, polyphosphonates, amino polyphosphonates and gluconates etc. Water is also present at a level preferably of from about 45% to about 92% preferably at least about 60% by weight of the compositions herein.

The pH of the compositions is preferably from about 4 to about 8.



The invention is illustrated by the following non-limiting examples.

In the examples, all concentrations are on a 100% active basis and the abbreviations have the following designation:

Amphoteric	Empigen CDL 60 - an aqueous mixture of 23.5% cocoamphoacetate (in which $R_1$ is coconut alkyl, $R_2$ is H, and Z is $CO_2Na$ ) and 1.35% cocoamphodiacetate (in which $R_1$ is coconut alkyl, $R_2$ is $CH_2CO_2Na$ and Z is $CO_2Na$ ).
Anionic 1	Sodium laureth-2 sulfate
Anionic 2	Magnesium sodium laureth 3.6 sulfate
Solan	Solan (RTM) E (PEG 55 lanolin)
Shea	Hydrosoluble Shea Butter (PEG 75)
Crovol	Crovol (RTM) EP 70 (PEG 60 evening primrose triglycerides)
GA	Polyhydroxy fatty acid amide of formula VII in which $R_8$ is $C_{11}$ - $C_{17}$ alkyl, $R_9$ is methyl, and $Z_2$ is $CH_2(CHOH)_4CH_2OH$
DEA	Coconut diethanolamide
Betaine	Cocoamidopropyldimethylcarboxymethyl betaine
Polymer	Polymer JR-400 - hydroxyethylcellulose reacted with epichlorohydrin and quaternized with trimethylamine, m.wt. $4 \times 10^6$
Preservative	DMDM Hydantoin

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Pearlescer	Ethyleneglycoldistearate/emulsifier mixture
Oil	Jojoba Oil
Softigen 767	PEG(6) caprylic/capryl glycerate
Mg	Magnesium sulfate heptahydrate

Examples I to VII

The following are personal cleansing compositions in the form of shower gel or bath foam products and which are representative of the present invention:

	I	II	III	IV	V	VI	VII
Amphoteric	-	3.0	-	5.0	-	5.0	5.0
Anionic 1	12.0	3.0	6.0	4.0	13.0	10.0	10.0
Anionic 2	-	9.0	4.0	6.0	-	-	-
Solan	2.0	3.0	2.0	1.0	-	2.0	3.0
Croval	2.0	-	1.0	-	-	3.0	1.0
Shea	2.0	2.0	-	3.0	4.0	-	-
GA	-	-	-	-	2.0	-	2.0
DEA	-	-	-	-	-	-	1.0
Betaine	4.0	2.0	3.0	-	3.0	2.5	2.0
Polymer	-	0.1	-	0.2	-	-	0.2
Softigen 767	-	-	-	-	-	1.0	-
Oil	-	-	-	-	-	1.0	2.0
Preservative	0.15	0.15	0.15	0.15	0.15	0.2	0.2
Pearlescer	-	-	-	1.0	1.0	2.0	1.0
Perfume	1.5	1.5	1.5	1.5	1.5	1.5	1.5

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	I	II	III	IV	V	VI	VII
Glycerine	-	-	-	-	-	-	3.0
Mg	1.0	-	-	-	2.0	-	-
Sodium Citrate	2.0	3.0	3.0	2.0	3.0	2.0	4.0
Water	-----						to 100 -----

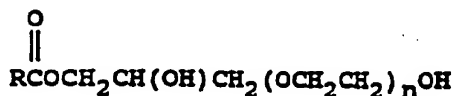
Compositions I to VII are prepared by forming a surfactant phase A at room temperature containing a portion of the water, the anionic, amphoteric and oil-derived nonionic surfactants and the remaining water-soluble, oil-insoluble ingredients. In compositions which comprise water-insoluble ingredients an oil phase B is formed from these oil-soluble ingredients which is then admixed with A at about 40-70°C and cooled to ambient temperature. Finally the remaining water, preservative and perfume are added.

Finally, the compositions have a viscosity (Brookfield RVT, Spindle 5, 50 rpm, 25°C, neat) in the range from 1,000 to 10,000 cps.

The products provide excellent in-use and efficacy benefits including mildness, skin feel during and after use, skin conditioning, stability, cleansing, lathering and rinsibility.

**CLAIMS**

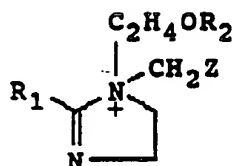
1. A personal cleansing composition comprising:
  - (a) from about 5% to about 50% by weight of one or more surfactants selected from anionic, zwitterionic and/or amphoteric surfactants and mixtures thereof;
  - (b) from about 0.1% to about 20 % by weight of a soluble or dispersible nonionic surfactant selected from ethoxylated animal and vegetable oils and fats and mixtures thereof;
  - (c) from about 1.5% to about 10% by weight of citric acid or water soluble citrate salt or mixture thereof; and,
  - (d) up to about 3% by weight of perfume or cosmetic oil, and
  - (e) water.
2. A composition according to Claim 1 wherein the composition has a viscosity (Brookfield RVT, Spindle 5, 50 rpm, 25°C, neat) in the range from 1,000 to 10,000 cps .
3. A composition according to Claim 1 or 2 wherein the oil derived nonionic surfactant comprises one or more ethoxylated oil or fat having the formula (V)



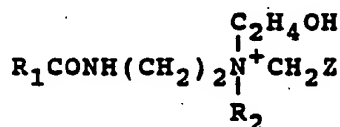
wherein n is from about 5 to about 200, preferably from about 20 to about 100, more preferably from about 30 to about 85, and wherein R comprises an aliphatic radical having an average from about 5 to 20 carbon atoms, preferably from about 9 to 20 carbon atoms, more preferably from about 11 to 18 carbon atoms, most preferably from about 12 to 16 carbon atoms.

4. A composition according to Claims 1 to 3 comprising from about 2% to about 16%, preferably from about 3% to about 12%, by weight of the oil derived nonionic surfactant.
5. A composition according to Claims 1 to 4 wherein the citric acid or water soluble citrate salt or mixture thereof is at a level from 1.5% to about 8%, preferably from about 2% to about 6%.
6. A composition according to any of Claims 1 to 5 wherein the weight ratio of oil derived nonionic surfactant: citric acid or water soluble salt thereof is in the range from about 1:2 to about 3:1.
7. A composition according to any of Claims 1 to 6 wherein the oil derived nonionic surfactant and citric acid/acid salt together comprise from about 1.5% to about 20%, preferably from about 2% to about 15% most preferably from about 2.5% to about 10% by weight of the composition.
8. A composition according to Claims 1 to 7 comprising a mixture of anionic with zwitterionic and/or amphoteric surfactants.
9. A composition according to Claims 1 to 8 comprising from about 1% to about 15%, preferably from about 2% to about 13% by weight of each of the anionic surfactant and zwitterionic and/or amphoteric surfactant.
10. A composition according to Claims 1 to 9 wherein the anionic surfactant is selected from ethoxylated alkyl sulfates, alkyl glyceryl ether sulfonates, methyl acyl taurates, fatty acyl glycines, alkyl ethoxy carboxylates, N-acyl glutamates, acyl isethionates, alkyl sulfosuccinates, alpha-sulfonated fatty acids, their salts and/or their esters, alkyl phosphate esters, ethoxylated alkyl phosphate esters, acyl sarcosinates and fatty acid/protein condensates, and mixtures thereof.

11. A composition according to any of Claims 1 to 10 wherein the anionic surfactant comprises an ethoxylated C 8-C22 alkyl sulfate.
12. A composition according to any of Claims 1 to 11 wherein the amphoteric surfactant is selected from:
  - (a) imidazolinium derivatives of formula (I)



wherein R<sub>1</sub> is C<sub>7</sub>-C<sub>22</sub> alkyl or alkenyl, R<sub>2</sub> is hydrogen or CH<sub>2</sub>Z, each Z is independently CO<sub>2</sub>M or CH<sub>2</sub>CO<sub>2</sub>M, and M is H, alkali metal, alkaline earth metal, ammonium or alkanolammonium; and/or ammonium derivatives of formula (II)

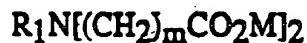


wherein R<sub>1</sub>, R<sub>2</sub> and Z are as defined above:

- (b) aminoalkanoates of formula (III)



and iminodialkanoates of formula (IV)





wherein n and m are numbers from 1 to 4, and R<sub>1</sub> and M are independently selected from the groups specified in (a) above; and

(c) mixtures thereof.

13. A composition according to Claim 12 wherein the amphoteric is selected from the imidazolinium derivatives of formula I and/or ammonium derivatives of formula II.
14. A composition according to any of Claims 1 to 13 wherein the weight ratio of anionic surfactant:zwitterionic and/or amphoteric surfactant is in the range from about 1:2 to about 6:1.
15. A composition according to any of Claims 1 to 14 wherein the anionic surfactant, zwitterionic and/or amphoteric surfactant together comprise from about 8% to about 35%, preferably from about 10% to about 30% by weight of the composition.
16. A composition according to any of Claims 1 to 15 which additionally comprises from about 0.1% to about 20% by weight of an auxiliary nonionic surfactant selected from C12-C14 fatty acid mono- and diethanolamides and polyhydroxy fatty acid amide surfactants.
17. A composition according to any of Claims 1 to 16 which is in the form of an optically clear solution or microemulsion.
18. A composition according to any of Claims 1 to 17 wherein the weight ratio of soluble nonionic surfactant: cosmetic oil (if present) is at least about 1:2.
19. A composition according to any of Claims 1 to 18 additionally comprising from 0.01% to 5%, preferably from about 0.04% to about 2% and more preferably from 0.05% to 1% of a cationic or nonionic polymeric skin or hair conditioning agent, selected from cationic and nonionic polysaccharides; cationic and nonionic

homopolymers and copolymers derived from acrylic and/or methacrylic acid, cationic and nonionic cellulose resins; cationic copolymers of dimethyldiallylammonium chloride and acrylic acid; cationic homopolymers of dimethyldiallylammonium chloride; cationic polyalkylene and ethoxypolyalkylene imines; quaternized silicones, and mixtures thereof.

20. A composition according to any of Claims 1 to 19 additionally comprising moisturiser selected from glycerin, polyethylene glycol, propylene glycol, sorbitol, polyethylene glycol and polypropylene glycol ethers of methyl glucose, sodium pyrrolidone carboxylic acid, lactic acid, L-proline and mixtures thereof.